



WESTFIELD-WASHINGTON
ADVISORY PLAN COMMISSION

September 15, 2014

1409-PUD-15

Exhibit 1

Petition Number: 1409-PUD-15

Petitioner: Throgmartin-Henke Development, LLP

Representative: Jon Dobosiewicz, Nelson & Frankenberger, PC

Request: An amendment to the Bridgewater PUD Ordinance to allow multi-tenant signage for Bridgewater Center.

Current Zoning: Bridgewater PUD

Current Land Use: Commercial

Approximate Acreage: 9.5 acres +/-

Exhibits:

1. Staff Report
2. Location Map
3. Proposed Monument Sign
4. Proposed Bridgewater PUD Amendment

Staff Reviewer: Kevin M. Todd, AICP

Petition History

This petition was introduced at the September 8, 2014 City Council meeting. It is scheduled to receive a public hearing at the September 15, 2014 Advisory Plan Commission (the "APC") meeting.

Procedural

- Amendments to Planned Unit Developments are required to be considered at a public hearing. The public hearing for this petition is scheduled for the September 15, 2014 APC meeting.
 - Notice of the September 15, 2014 public hearing was provided in accordance with the APC Rules of Procedure.
 - The recommendation from the APC to the City Council may be made at the October 6, 2014 APC meeting.
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Project Overview

Project Location

The subject property is approximately 9.5 acres +/- in size and is located at the northeast corner of Carey Road and 146th Street.

Project Description

The proposal would allow two (2) multi-tenant monument signs (the “Monument Signs”) for the Bridgewater Center. One sign would be located at the Carey Road entrance and the other would be located at the 146th Street entrance. Currently, the Bridgewater PUD Ordinance allows individual businesses the ability to install a 6’ tall ground sign. The Bridgewater PUD Ordinance also allows 15’ tall center “identification signs” at the entrances to the commercial center – tenant information is not permitted on the “identification signs”. As proposed, the Monument Signs would be installed in lieu of individual business ground signs, and they would replace the permitted “identification signs” for the center.

Monument Sign Size

As proposed, each Monument Sign would be no taller than 15’ in height, and would have a sign display area of no more than 90 square feet (per side of a two-sided sign). For comparison, the “identification signs” (which cannot contain tenant information) that are currently allowed by the Bridgewater PUD Ordinance could be up to 15’ in height and 75 square feet per side. The proposed Monument Signs would be limited to 75 square feet of tenant information, and the remainder of the proposed 90 square feet of sign area could be used for center identification and “of Westfield” identification. By further comparison, the City’s current sign standards would allow a non-residential center of this size a 15’ tall sign that could be up to 120 square feet in sign area, per side. The City’s sign standards would limit the center to one (1) sign, however.

Monument Sign Details

As proposed, the Monument Signs would be required to have a brick base, brick columns, and a limestone (or similar) cap and accent features, as depicted in the proposed exhibits. The proposal also includes the use of electronic gas price signage, and it defaults to the City’s Electronic Signage section of

the Sign Standards for these electronic message boards. The proposal indicates that the sign panels would be designed in a manner so that only the copy area (letters and logos) would be illuminated with the sign is lit.

Statutory Considerations

Indiana Code 36-7-4-603 states that reasonable regard shall be paid to:

1. The Comprehensive Plan.
2. Current conditions and the character of current structures and uses.
3. The most desirable use for which the land is adapted.
4. The conservation of property values throughout the jurisdiction.
5. Responsible growth and development.

STAFF COMMENTS

1. No action is required at this time.
2. Prior to the final deposition, the petitioner will make any necessary revisions to the plans. The Economic and Community Development Department staff will confirm compliance prior to this item being placed on the next APC agenda.
3. If any APC member has questions prior to the public hearing, then please contact Kevin Todd at 317.379.6467 or ktodd@westfield.in.gov.